



P O N T I A C
V8



A really fine car today expresses, in large degree, the tastes of a discriminating owner. It measures up to the home the owner lives in—to the kind of people with whom he associates. It nicely balances modern utility with modern beauty. Precisely by these standards the

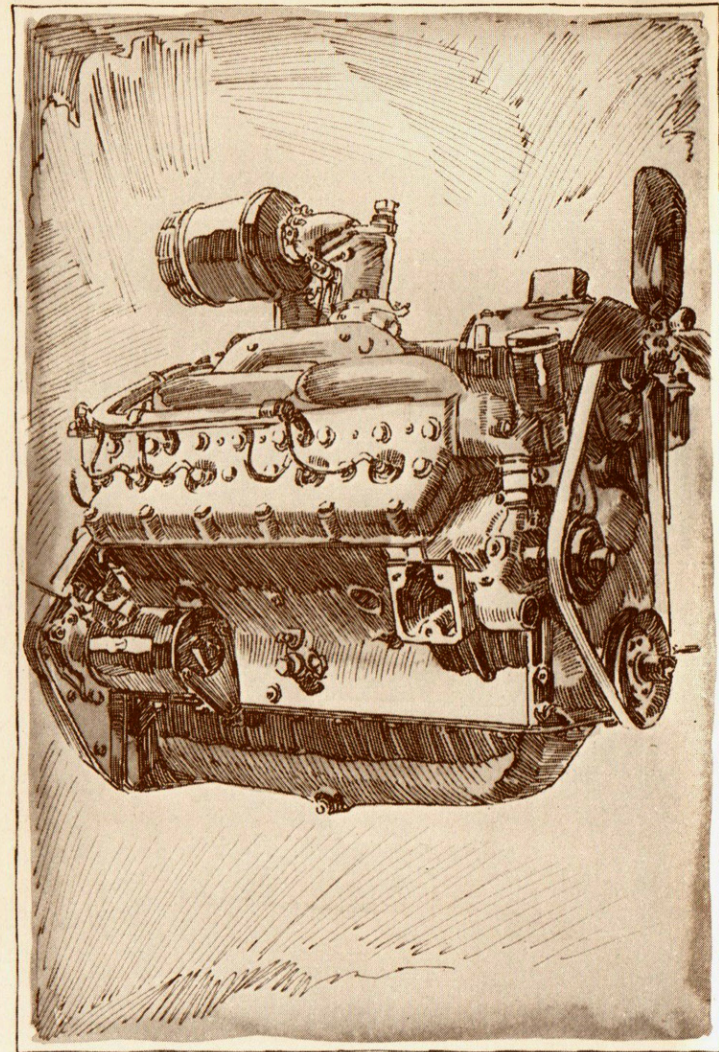
new Pontiac V-Eight will appeal to critical motorists. Indeed, it is designed and powered and appointed as if specifications were dictated by that group of car owners who have learned from experience to demand far more than just transportation. Brilliant in every phase of

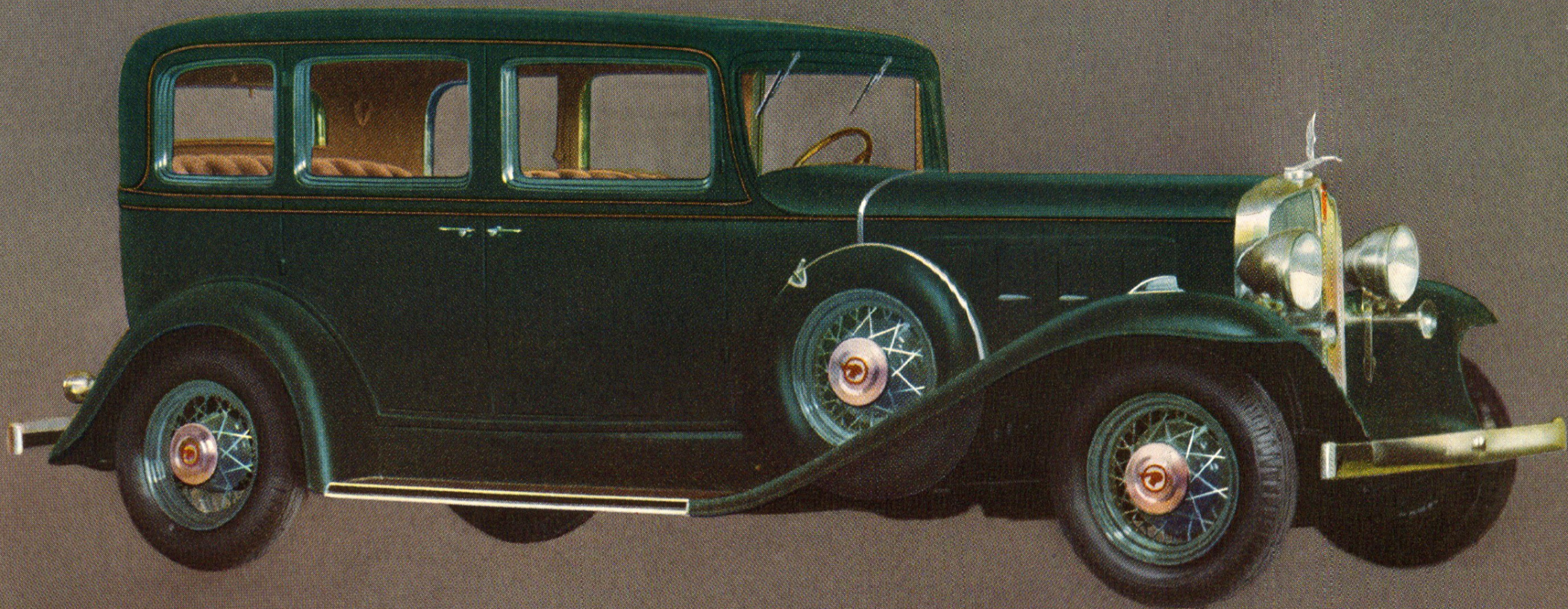
driving—with all the important new technical advantages—Pontiac V-Eight likewise presents outward beauty and interior luxury which assure pride of ownership whenever genuine quality is appreciated. It achieves outstanding distinction at a cost remarkably low.

The history of the V-type engine is a history of amazing progress in truly luxurious motoring. Expensive to build, as are all superior things, this engine is identified with only the finest automobiles. It gives the new Pontiac V-Eight a degree of ability on the road, a

smooth responsiveness, and a fine balance never before obtainable in a car so moderately priced. In fact, Pontiac V-Eight is the only car at anything like its price with a V-type engine. Furthermore, the V-principle is carried to higher perfection by Pontiac's full

pressure lubrication, automatic heat control, and advancements in carburetion, ignition and compression. Top speed with Pontiac V-Eight is more than the average driver will ever call for; long hills are no problem; and city driving is easy and actually pleasant.





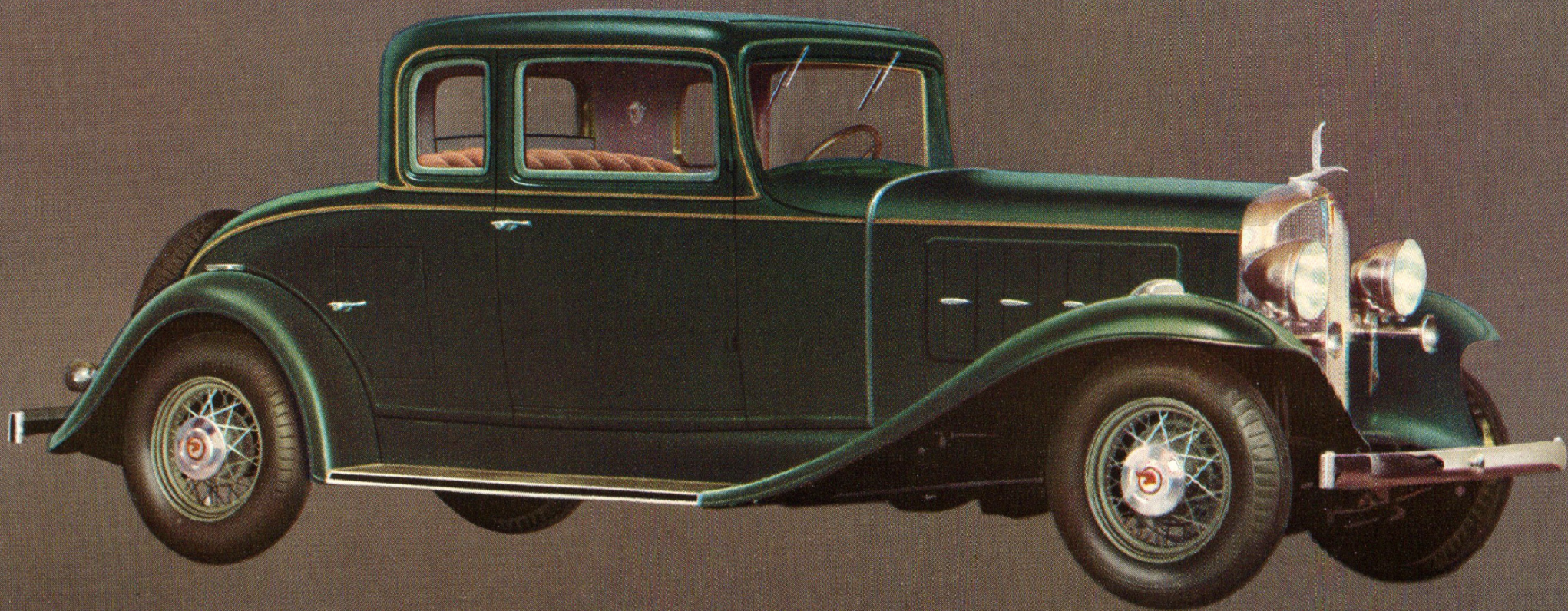
Custom Sedan

Almost equal in importance to a fine engine for modern motoring satisfaction is a quiet, smooth transmission—with gears so designed that operating the car brings greatest pleasure with least effort. The new Pontiac V-Eight offers this advantage in marked degree.

Not only do you have the matchless ease and quiet of shifting with Syncro-Mesh, but you find that the special helical second gear has been made remarkably quiet too. In addition, you enjoy Free Wheeling, which allows you to coast, idle the engine, and then

re-engage gears without using the clutch lever. Thus Pontiac engineering has combined three important and improved mechanical features so that each one lends greater efficiency to the others. Handling the New Pontiac V-Eight is a pleasure indeed.





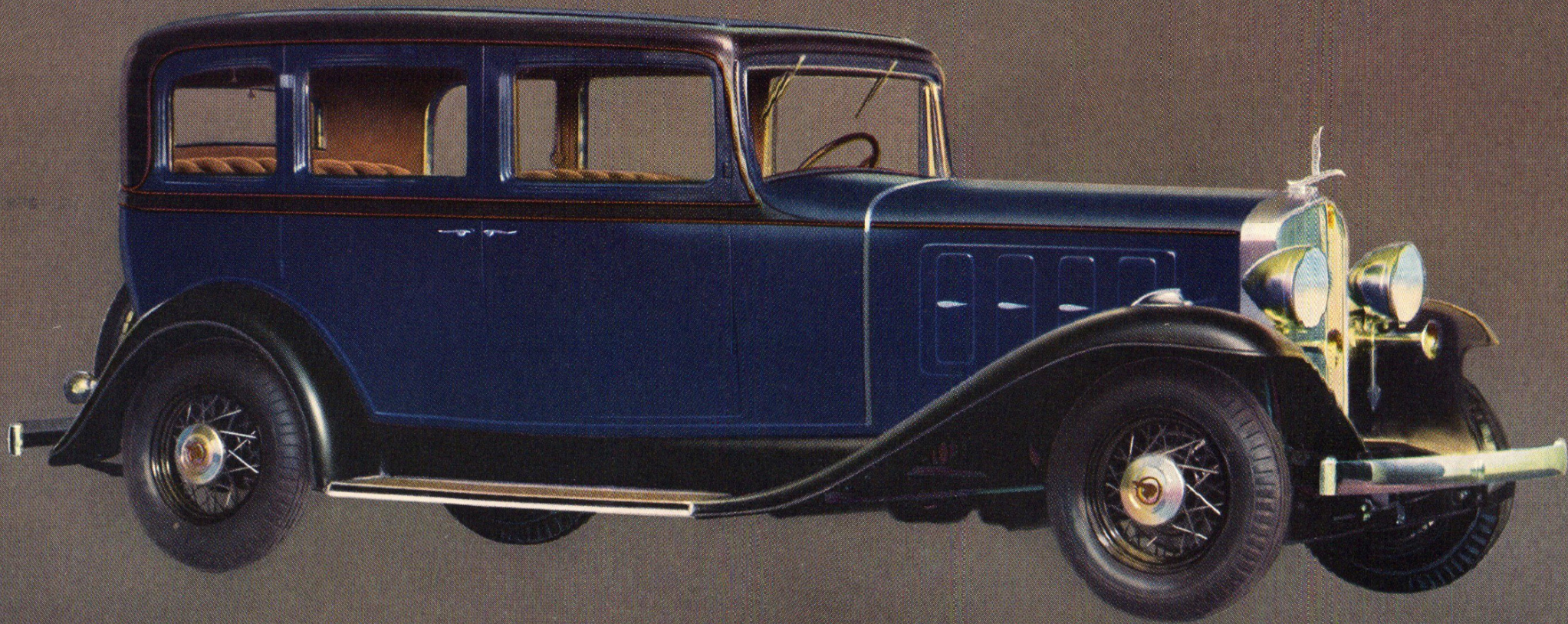
Sport Coupe

Typical of the thoroughness with which Pontiac has built the V-Eight for genuine enjoyment is the incorporation of Ride Control as a comfort feature. Permitting the adjustment of shock absorbers according to road conditions and the passenger weight the car

is carrying, this device is one of many notable comfort features enjoyed by Pontiac owners today. The car has rubber insulation to absorb minor shocks and deaden noise at 47 points through the chassis and body; new enclosed springs of the quiet, self-

lubricating type which are instantly responsive and even-flexing at all times; ample wheelbase to assure fine balance and stability on the road; and form-fitting seat cushions resting on deep springs. It is, in short, the kind of car you are glad to drive or ride in all day long.

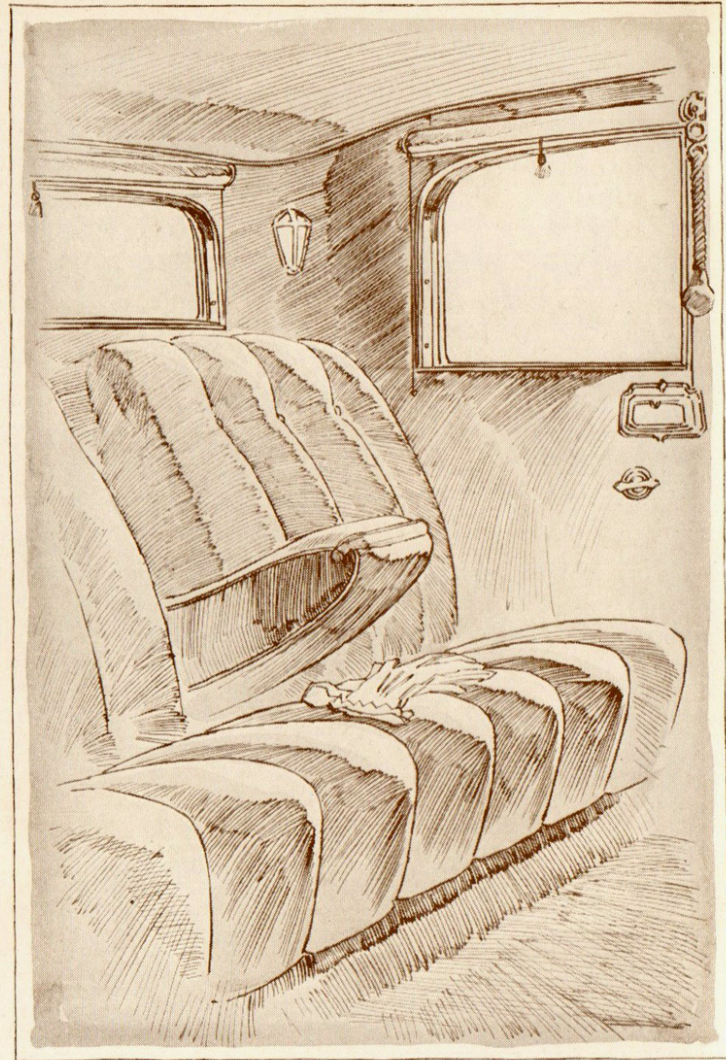




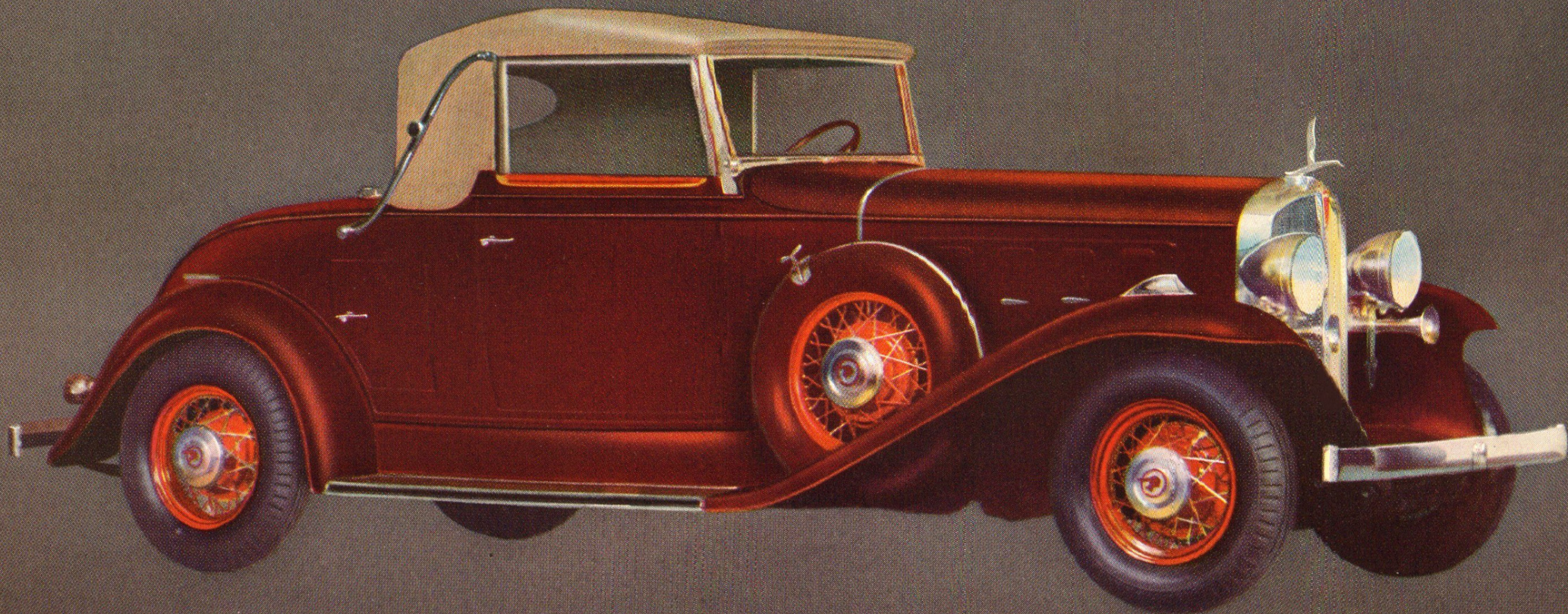
Four door Sedan

Naturally, prospective owners of a car so luxurious in performance and riding comfort as Pontiac V-Eight, look for interior appointments equally impressive. They surely find them in the splendid new bodies by Fisher. First glance shows that upholstery material is of ex-

cellent quality, and tailored in the manner of fine living-room furniture. Door handles, window raisers, robe rail and ventilation adjusters bear the mark of craftsmanship as well as advanced utility. The thick floor-covering is fitted with unusual care. The general effect and



impression is an atmosphere which can be attained only by conscientious striving toward the ideal in every least detail of design, execution and finish. No matter what cars a man's friends own, he may be assured they will approve of everything they see in his Pontiac V-Eight.

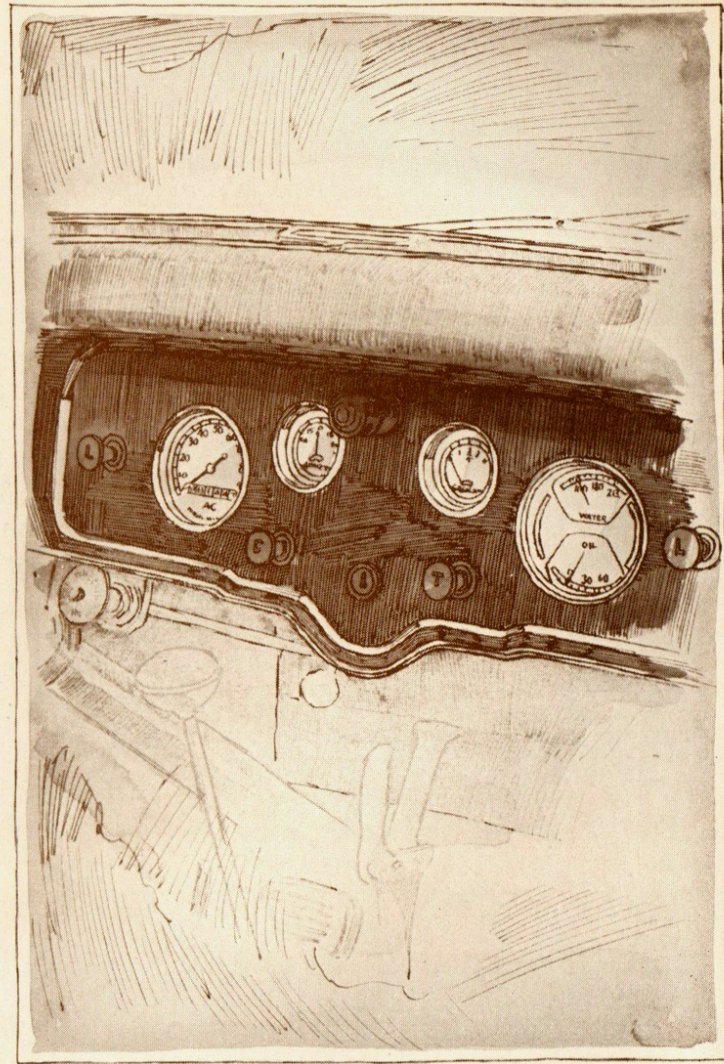


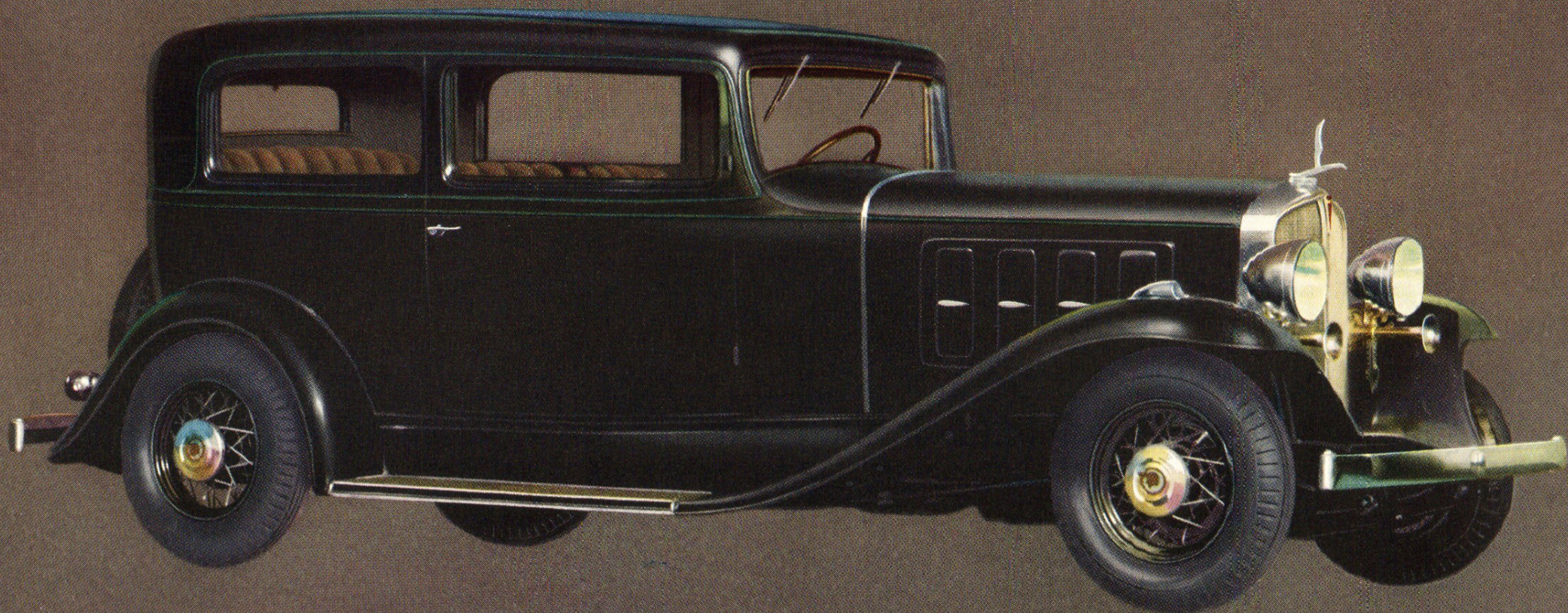
Convertible Coupe

Every driving convenience that engineering can devise has been built into the Pontiac V-Eight. The new slanting windshield gives greater road visibility. Instruments are grouped in the center of a broad, beautifully designed panel. Gauges are the modern clock-type,

with large dials, lighted both directly and indirectly. Controls for Free Wheeling and Ride Control are close to the driving wheel, one on each side. Pedal grouping minimizes effort, and the driver's seat slides forward or back, locking in any position, with a new

latch which the driver can manipulate in an instant. An overhead sun-visor swings to any desired position for front or side protection. Giving the driver such complete, easy control, Pontiac V-Eight makes the act of driving extremely agreeable and comfortable.

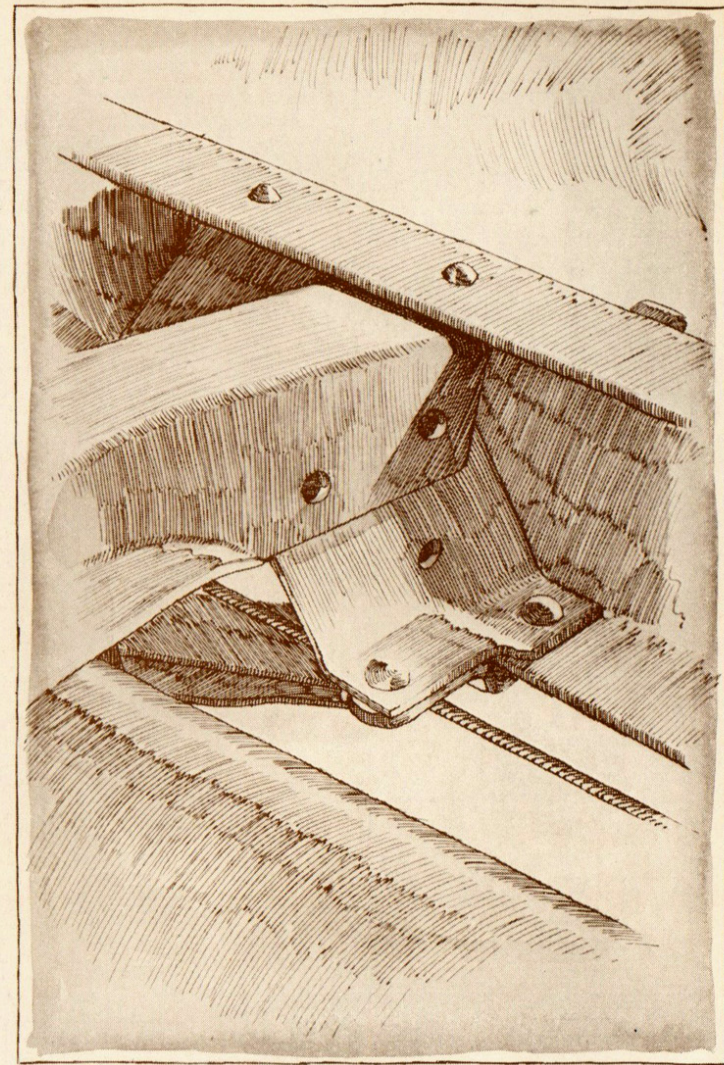




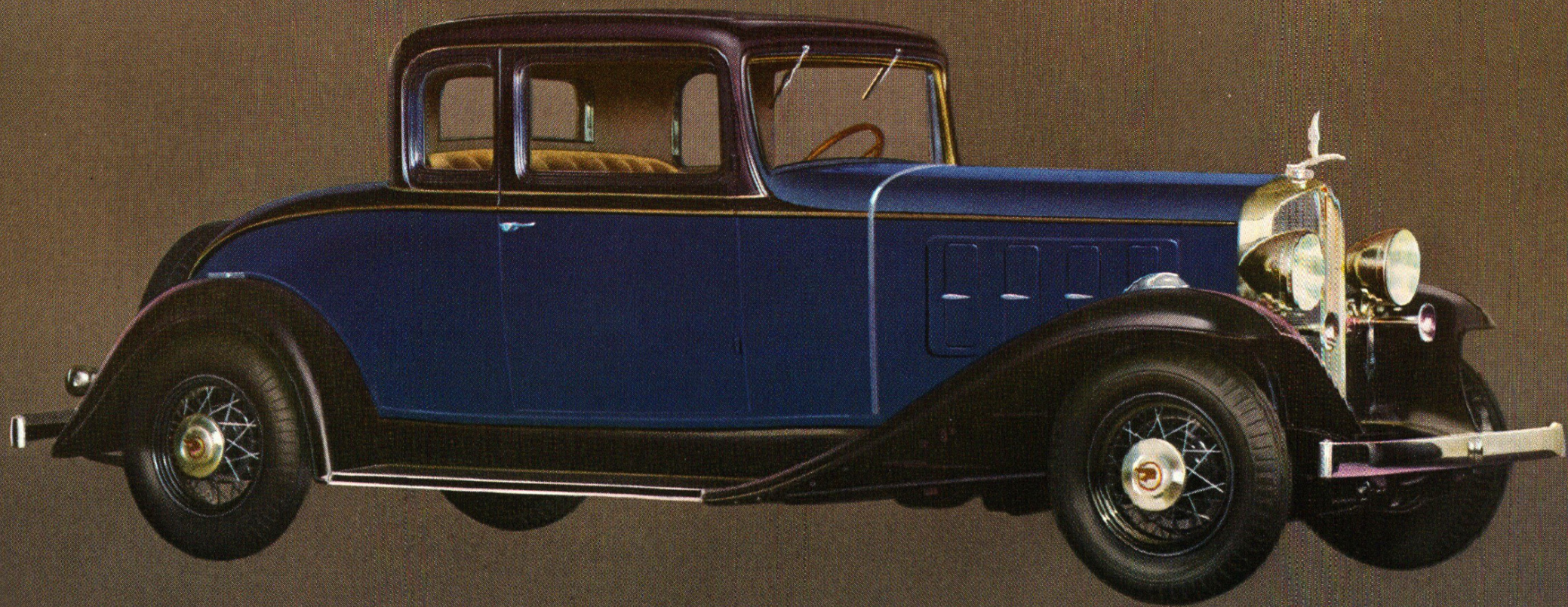
Two door Sedan

Pontiac V-Eight is one of the sturdiest and safest of cars. Nothing has been overlooked which can help promote the owner's confidence and give the car a longer useful life. Constructed on a principle similar to that employed for fine modern buildings, Pontiac

V-Eight combines great chassis strength with the degree of flexibility you require in a moving vehicle. The carefully-distributed weight is adequate for steadiness at all speeds—around sharp turns—whatever the driving conditions. Brakes are the powerful



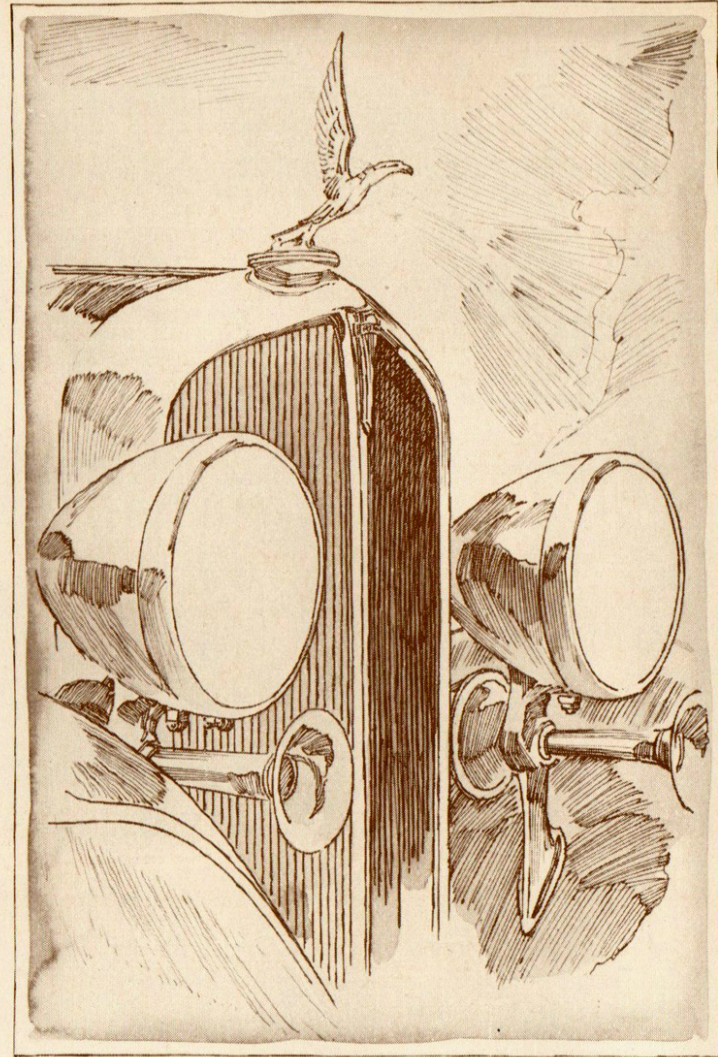
Bendix self-energizing type which take hold evenly the instant you touch the pedal. And Fisher craftsmanship has not only achieved remarkable strength in body structure but has greatly advanced the efficiency of body insulation against outside heat, cold, and noise.



Coupe

Pontiac designers have spared no effort to make the new V-Eight as distinguished in appearance as in performance. Inspect this splendid automobile from any angle; you will be impressed by its modern lines—its harmonious coloring. A head-on view shows the

chrome-screened radiator narrower and deeper, headlamps and dual horns attractively modified in form, windshield smartly sloping to a new visorless top. From the side you note how the longer, gracefully sweeping fenders and streamlined body suggest smooth speed.



Standing behind the car you see that a width justified by unusual capacity has been contoured to contribute striking new beauty. An inspection of exterior accessories and finish brings final conviction that Pontiac V-Eight is built for people who know and want the best.

